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Media contact: Pat Haire, 941-861-5104; cell 941-650-2850; phaire@scgov.net

Project contacts: Tom Franklin, 941-861-6274; cell 941-232-6761, twfrankl@scgov.net;
Doug Longfellow, NaturZone Pest Control, 941-378-3334

Newest Green Business Partner gets the bugs out of toxic pest control

Pests are bugging out of Sarasota, without leaving a trail of harmful chemicals, thanks to Sarasota County's newest Green Business Partner, NaturZone Pest Control. The company, which is located at 1899 Porter Lake Drive, Suite 103, Sarasota, places odorless, non-allergenic, long-lasting and minimally toxic products in insect feeding and breeding areas. Its concept has been so successful that franchises have been sold in Pennsylvania, Arizona, Mexico and United Arab Emirates.

"NaturZone was founded in 1988 on the principle of providing natural and least toxic pest control," said company President Doug Longfellow. "At that time, the industry trend was to spray them with whatever it takes to get good results. Most people thought our concept would only be attractive to environmentalists."

What Longfellow discovered instead was a steady interest in getting great results using least toxic technologies. "The industry is now heading where we have been going for 20 years," said Longfellow. "Most progressive companies today either already have or will soon launch a green pest control system."

Sarasota Memorial Hospital, Mote Marine Laboratory, Marie Selby Botanical Gardens and John and Mable Ringling Museum of Art all use NaturZone services.

According to Sarasota County Recycling Coordinator Tom Franklin, a

The Green Business Partnership was initiated under a Florida Department of Environmental Protection grant and is open to all businesses in Sarasota County that implement required resource conservation measures and pass an on-site certification assessment. Each certified business receives a Green Business Partnership certificate and seal they can display to demonstrate their commitment to a healthy environment. They also receive an electronic logo that can be used on company stationary and promotional items.

NaturZone Pest Control is now listed in a Green Business Partnership directory that is available online at the Green Business Web site, www.scgov.net/greenbusiness.